ABSTRACT OF THE DISCLOSURE

An advertisement site (S3) displaying advertisements on a map image (M) displayed on a user terminal (T) includes a advertisement server (S3a) for displaying a route setting and advertisements situated along the set route (R) on the map image (M), a route database (3Sb) storing road data on a map required for setting a route in the advertisement server (3Sa), and an advertisement database (S3c) storing registered advertisement data. The advertisement server (3Sa) sets a route based on the road data stored in the route database (3Sb), and reads out advertisements situated along the set route from the advertisement database (3Sc) to display them on the user terminal (T).